

SPRINKLR PLATFORM OVERVIEW

Sprinklr is the most complete, purpose-built platform to manage and enrich customer experiences across your social channels and websites.

What problem does Sprinklr solve?

Social media is growing. The sheer number of social channels and their expansive user bases impact the organization now more than ever before. Many leading brands want to capitalize on the value of social but face hurdles when scaling across the organization:

- Scattered team silos limiting collaboration
- Redundant, single purpose tools requiring too much time switching screens and sharing data
- Overloaded team resources managing tens of thousands of incoming messages each day

These challenges prevent brands from engaging in two-way conversations, driving personal relationships, and delivering brand promises.

How does the organization benefit?

Teams across the brand organization need a purpose-built platform to:

- Collaborate effectively on social and digital initiatives
- Speak to each consumer in one authentic, on-brand, and engaging voice across channels

A platform built on one code base organically shares data. It enables greater agility, rich insights, automated efficiency, and protected security...without switching screens all day.

Sprinklr is intentionally designed as a complete enterprise platform, so businesses don't have to play systems integrator. Instead, create valuable customer experiences through a front office operating system that bridges silos and legacy infrastructure.

Get closer to your audiences...from **one** place



Over **1,000** brands use Sprinklr, including:





Listening & Visualization

Activate social chatter into real-time insight and bring customer conversations to life:

- Monitor millions of media sources
- Link listening to real-time engagement
- Quickly refine tactics based on trends



Content Planning & Publishing

Organize and distribute relevant content for the most impactful audience, time, and channel:

- Create, store, and organize all assets for easy access
- Plan the right content with a global calendar
- Schedule, deploy, and analyze targeted messages across channels



Moderation

Easily moderate high volumes of daily conversations and personalize engaging messages:

- Monitor and filter incoming social conversations through moderation dashboards
- Automatically route, tag, and assign messages
- Instantly access user profiles and conversations



Paid Advertising

Manage campaigns cohesively and optimize advertising budgets:

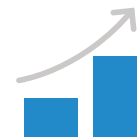
- Automate manual work to stretch budgets further
- Increase visibility and control of the social budget
- Leverage a common set of data, content, and audience profiles



Audiences & Onsite Engagement

Deeply understand, support, and activate social audiences and deliver rich onsite experiences:

- Enrich the path to purchase
- Modernize the support experience and communities
- Engage brand advocates and influencers



Reporting & Analytics

Gain holistic and detailed insight on all brand social activities, and benchmark performance against competitors:

- Centralize reporting across all branded social accounts, earned engagements, and paid ad results
- Customize reports from more than 1,000 metrics, contextual tags, and a library of visualizations
- Track campaign-level metrics and operational metrics, such as SLAs

Why Sprinklr

Unlike point solutions and cobbled together technologies, Sprinklr is purpose-built for large enterprises to:

- Deliver consistently valuable customer experiences across channels
- Use a data-driven infrastructure to optimize your front office operation
- Grow and thrive in the changing social landscape while minimizing complexity

“Leader” with highest product score and 5 out of 5 customer satisfaction -- Forrester Research

“Leader” -- IDC MarketScape

New Product Innovation Leadership Award 2014 -- Frost & Sullivan

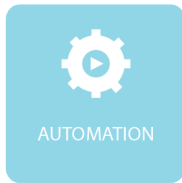
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Locations

New York City (HQ)
 Austin
 San Francisco
 Washington, D.C.
 London
 Paris
 Bangalore
 Delhi
 Hamburg
 Tokyo

Social Experience Core



Trigger automation through rules connected across the Sprinklr platform.



Organize and track cases for fast resolution.



Unify audience profiles for a single source of truth about each customer.



Harness a simple way to manage user-provisioning in distributed, global organizations.



Secure your social program and ensure communications are on-brand.



Bring the full power of Sprinklr into the palm of your hand.



Plan the right content with a global calendar.



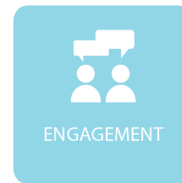
Unleash powerful, targeted and engaging content.



Create, store and organize all content for quick access.



Manage campaigns holistically from planning to reporting.



Simplify and automate cross-channel moderation across brand accounts.

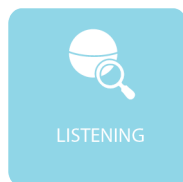


Centralize reporting across all branded social accounts, earned engagements and paid ad results.

Premium



Simplify ad management and optimize paid budgets.



Keep a pulse on conversations across the social web.



Visualize critical social data and UGC on any digital screen.



Connect social to critical enterprise systems.



Strategically create targeted, relevant and on-brand content.



Amplify the impact of your top advocates.



Differentiate your brand by staying ahead of the competition and optimizing your engagement strategy.